



High Ticket Offer Validation Worksheet

Remember, more content does NOT equal more value. In fact, with most cases *less* is actually more valuable as it's easier for your prospects to comprehend.

Your clients need clarity and results so strip away everything in your offer that doesn't offer the quickest path to their result. For coaching offers, question #4 should be used to put together an 8 or 12 week program. For "done for you" service providers, just list out everything you're going to do for somebody to help them achieve their desired result.

1. Describe your client's current situation

2. What is the cost of them staying where they are? (Financially, emotionally, time, etc)

3. What is the number ONE *most* important thing they want to accomplish in their life (or business, if your client is more B2B)?

4. What are the 5 necessary steps you'll walk them through that will get them to THEIR finish line? (*these are the core elements that will become your offer*).

For example:

5. What is it worth to them to get their desired results?

6. What can you charge fairly (yet still high priced) for this offer? (*minimum of \$3k*)



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7. In one sentence, describe what you do for your clients in a way that makes sense :-)

8. What 'sacred cows' do you kill? What industry problems or practices do you stand against?